

## **ABSTRACT**

**ADISTI DWI LESTARI. 10821025**

***The Influence Of Endorser By @Fadiljaidi On Purchasing Decisions Of Muslim Fashion Clothes***

*Keywords: Endorser, Selebgram, Muslim Fashion, Purchasing Decision, Digital Marketing.*

*(xii + 69 + Appendices)*

*This study aims to analyze the impact of celebrity endorsements by @fadiljaidi on the purchase decisions regarding Muslim fashion clothes, utilizing the theory of source credibility. This theory suggests that individuals are more easily influenced by sources they perceive as credible. A reputable and trustworthy communicator is more effective in persuading the audience to accept the message or idea being conveyed. Endorsements are evaluated based on visibility, credibility, power, and attractiveness. Purchase decisions are assessed using indicators such as product suitability, brand trust, accessibility, and reasonable pricing. The research employs a quantitative methodology with a survey technique, collecting data through a Google Form questionnaire distributed to followers of @fadiljaidi's Instagram accounts who have purchased Muslim fashion clothes after viewing endorsements made by Fadil. Data analysis was conducted using simple linear regression via SPSS version 27. The study's results, both partially and simultaneously, demonstrate that endorsements by @fadiljaidi have a significant influence on the decision to purchase Muslim fashion clothes, evidenced by a score of 79.5%. These findings highlight the important role that celebrity endorsements play in consumer purchasing decisions.*

*Bibliography (2006 - 2023)*